
Subject: Nutrition Education – Evaluation of Nutrition Education Materials

Effective Date: October 1, 2005

Revised from: October 1, 2004

Policy:

Nutrition education materials, developed or acquired by local WIC staff, shall be evaluated by the local WIC dietitian for readability and content before their use with WIC clients. A writer's checklist, readability indexes, or evaluation tools may be used to evaluate written or audiovisual materials. A copy of the evaluation should be kept on file for review at State Agency management evaluations.

Reference: § 246.11, WIC Nutrition Services Standards, Standard 9

Procedure:

Follow the steps below to evaluate nutrition education materials:

1. Develop or acquire new materials for use in individual counseling or group class.
2. Use your choice of evaluation tools to review the materials for suitability with WIC audiences. Review the materials to see:
 - a. Are the words easy to read?
 - b. Is the piece interesting to the intended audience?
 - c. Is the information accurate?
 - d. Is the use of abbreviations, contractions, and tables limited?
 - e. Is the type size 12 point or larger?
 - f. Is it aimed at the right reading levels of most clients?
 - g. Does it limit the use of italics, boldface, underlining, and all caps?
 - h. Is it free of sponsor or product bias?
3. Use any reading index to assess the reading level of new materials. The "Fog Index" below is used as follows:
 - a. Pick a writing sample of 100 words.
 - b. Count words with 3 or more syllables.
 - c. Add the average sentence length and number of words with 3 syllables or more.

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- d. Multiply the sum by 0.4.
 - e. The result will equate to reading grade level.
 - f. Avoid counting capitalized words, proper nouns
 - g. Avoid including verbs made into three syllables by adding –es or –ed.
 - h. Avoid using words that are short-word combos
4. File the new material with its evaluation. Keep for 3 years for review at SA management evaluations.